

AMENDMENTS TO THE CLAIMS

Claims 1-27 are pending in the application, all of which were rejected in the Office action of January 26, 2006. Claims 1 and 15 are amended, and new claims 28 and 29 are added in this response. Claims 1 and 15 are independent claims, while claims 2-14 and 28, and claims 16-27 and 29 depend either directly or indirectly from independent claims 1 and 15, respectively.

The following listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claim 1. (Currently amended) A system providing support for user transactions on a media exchange network, the system comprising:

a television display for consumption of media;

a storage for storing media, and having an associated network address;

set top box circuitry communicatively coupled to deliver media from the storage to the television display;

an interface device for receiving from an authorization device associated with a user, information for authorizing a user transaction, the interface device communicatively coupled to the set top box circuitry; and

server software that receives, ~~via a communication network~~, a request from a first user of the media exchange network, the request comprising at least one of the associated network address, information identifying the user transaction, and at least a portion of the information for authorizing a user transaction, and that responds by employing a user predefined association of the first user to a second user of the media exchange network to enabling enable the completion of the identified user transaction with the second user, via a communication network, without divulging the identity of the first user ~~to a vendor~~.

Claim 2. (Previously Presented) The system of claim 1 wherein the media comprises at least one of the following: audio, a still image, video, real-time video, and data.

Claim 3. (Previously Presented) The system of claim 1 wherein consumption comprises at least one of the following: playing audio, displaying a still image, displaying video, and displaying data.

Claim 4. (Previously Presented) The system of claim 1 wherein the associated network address is one of the following: an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

Claim 5. (Previously Presented) The system of claim 1 wherein the communication network comprises at least one of the following: a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

Claim 6. (Original) The system of claim 1 wherein the communication network is the Internet.

Claim 7. (Previously Presented) The system of claim 1 wherein the interface device comprises one of the following: an optical card reader, a magnetic card reader, a radio frequency identification (RFID) interface, an integrated circuit (IC) card interface, a biometric sensing device, and a cellular telephone.

Claim 8. (Original) The system of claim 1 wherein the interface device is communicatively coupled using a wireless coupling mechanism.

Claim 9. (Previously Presented) The system of claim 8 wherein the wireless coupling mechanism comprises at least one of the following: an infrared link and a radio frequency link.

Claim 10. (Previously Presented) The system of claim 1 wherein the user transaction comprises at least one of the following: storage, exchange, purchase, and consumption of media.

Claim 11. (Original) The system of claim 1 further comprising:

a remote control communicatively coupled to the set top box circuitry.

Claim 12. (Original) The system of claim 11 wherein the remote control comprises an interface device for receiving user transaction authorization information from an authorization device associated with a user, the remote control communicating the user transaction authorization information to the set top box circuitry.

Claim 13. (Previously Presented) The system of claim 12 wherein the remote control comprises a scanning device to identify at least one of a product and a service.

Claim 14. (Previously Presented) The system of claim 13 wherein the scanning device comprises one of the following: an optical scanner and a radio frequency identification (RFID) interface.

Claim 15. (Currently amended) A system providing support for user transactions on a media exchange network, the system comprising:

a television display for consumption of media;

a storage for storing media;

set top box circuitry communicatively coupled to deliver media from the storage to the television display;

an interface device for receiving from an authorization device associated with a user, information for authorizing a user transaction, the interface device communicatively coupled to the set top box circuitry; and

server software that receives a request ~~via the communication network from a first user,~~
and that responds by employing a user predefined association of the first user to a second user of the media exchange network to enabling enable the completion of the user transaction with the second user, via a communication network, without divulging the identity of the first user ~~to a~~
~~vendor.~~

Claim 16. (Previously Presented) The system of claim 15 wherein the media comprises at least one of the following: audio, a still image, video, real-time video, and data.

Claim 17. (Previously Presented) The system of claim 15 wherein consumption comprises at least one of the following: playing audio, displaying a still image, displaying video, and displaying data.

Claim 18. (Previously Presented) The system of claim 15 wherein the communication network comprises at least one of the following: a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

Claim 19. (Original) The system of claim 18 wherein the communication network is the Internet.

Claim 20. (Previously Presented) The system of claim 15 wherein the user transaction comprises at least one of the following: storage, exchange, purchase, and consumption of media.

Claim 21. (Original) The system of claim 15 wherein the interface device comprises one of an optical card reader, a magnetic card reader, a radio frequency identification (RFID) interface, an integrated circuit (IC) card interface, a biometric sensing device, and a cellular telephone.

Claim 22. (Original) The system of claim 15 wherein the interface device is communicatively coupled using a wireless coupling mechanism.

Claim 23. (Previously Presented) The system of claim 22 wherein the wireless coupling mechanism comprises at least one of the following: an infrared link and a radio frequency link.

Claim 24. (Original) The system of claim 15 further comprising:
a remote control communicatively coupled to the set top box circuitry.

Claim 25. (Original) The system of claim 24 wherein the remote control comprises an interface device for receiving user transaction authorization information from an authorization

device associated with a user, the remote control communicating the user transaction authorization information to the set top box circuitry.

Claim 26. (Previously Presented) The system of claim 25 wherein the remote control comprises a scanning device to identify at least one of a product and a service.

Claim 27. (Previously Presented) The system of claim 26 wherein the scanning device comprises one of the following: an optical scanner and a radio frequency identification (RFID) interface.

Claim 28. (New) The system of claim 1 wherein the user transaction comprises the purchase of one or more of a good and a service.

Claim 29. (New) The system of claim 15 wherein the user transaction comprises the purchase of one or more of a good and a service.